Worksheet

1 **Your audience:** Who are you trying to reach? _____
_____
_____
_____
_____

2 **Your niche:** What style fits with what you're offering? _____
_____
_____
_____
_____

3 **Your message:** What are you trying to say? _____
_____
_____
_____
_____

4 **The right mood:** What mood do you want to create? _____
_____
_____
_____
_____

5 **Your image:** How do you want to present yourself? _____
_____
_____
_____
_____

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